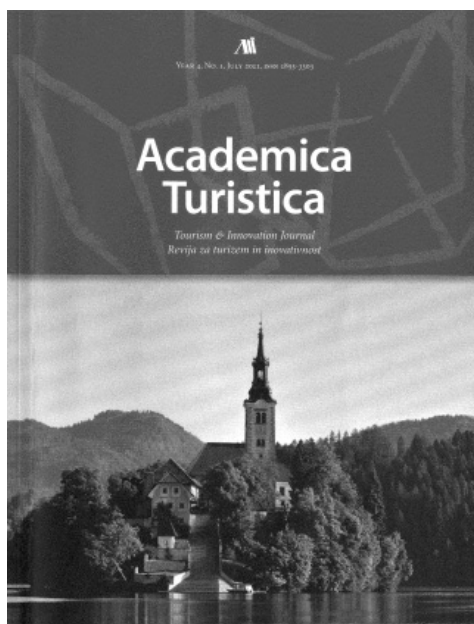


# journal review

## Academica turistica

ACADEMICA TURISTICA is Slovenian periodical published in English, twice a year, by University of Primorska, Faculty of Tourism Studies in Portoroz. As relatively young journal (4th volume), it has yet to establish itself in the broader academic and professional circles of readers, and to join a relatively numbered similar journals in the world.



The latest issue of ACADEMICA (No.1 of 2011) is divided in two parts: the first consists of nine articles of which the majority (seven) are original scientific papers dealing with different themes, while another part of the journal brings two articles in the section *A view from practice*. The wide range of articles deals with topics such as preferences and decisions of tourists as consumers, agro-tourism, marketing instruments in tourism enterprises, ecological approach to the issue of golf, the specifics of regional organizati-

ons in tourism, foreign language learning in courses for tourism, etc. The authors are researchers from Slovenia, mostly from the University in Portoroz, as well as authors from other countries. However, we emphasize that publisher defined this journal as the *Tourism and Innovation Journal* which is a phrase that is seldom used for similar publications in the world, although the new technological and organizational knowledge is increasingly engaging in scientific and professional considerations of tourism. For example, V. Bulc writes about innovation in eco-system and tourism, while a group of authors from the University of Rijeka deals with intelligent systems in the international economy.

The second part of the journal with brief reviews of two case studies deals with the examples from the tourism practices: *Valamar* hotels and tourist resorts in Croatia, and a national mechanism for spurring innovation in Slovenian tourism.

Editorial Board of thirty members includes some very famous scholars, such as Jafar Jafari from the United States, Yoel Mansfeld from Israel, as well as a number of experts from other countries, especially Slovenia.

Some of the Journal issues include more than hundred pages which are equipped with comprehensive instructions for authors, while the papers contain summaries in English and Slovenian language.

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